CHEN MOR

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Do you have any questions about me?

Explore my interactive AI Chat portfolio at www.chengpt.work

PROFESSIONAL SUMMARY

Innovative professional with a results-driven Marketing and Product Specialist with a foundation in business administration, communication, and technology. Proven expertise in identifying market opportunities and executing inbound/outbound strategies. Skilled in market research, SEO & web content, digital marketing, and customer experience (CX) analysis to drive product adoption and support sales objectives.

CORE COMPETENCIES

- Marketing Strategic Planning
- UX/UI Design & Customer-Focused Development
- Organic SEO & Content Creation
- User Engagement & CX/UX Analysis

- Multidisciplinary team leadership
- Inbound & Outbound Marketing
- Market research and consumer insights
- Data Analysis & Analytics

PROFESSIONAL EXPERIENCE

Digital Marketing and Product Specialist | ProQure

2024 - Present | Perth, Australia

- Led an AI product initiative, implementing prompt engineering & marketing automation workflows.
- Designed and executed in-app content architecture for the company's core PWA (Progressive Web App Experiences). Creating web-apps for brands with marketing content, onboarding video flows, and UI micro-copy to decrease user churn and increase adoption.
- Inbound Marketing & SEO- Developed and executed the company's complete content strategy, writing all SEO-focused website copy, blog posts, and technical slideshows to drive organic traffic.
- Managed all outbound marketing activities and content, including targeted LinkedIn campaigns and B2B email outreach to identify and engage potential clients, supporting sales objectives.
- Continuously reviewed user engagement data from Google Analytics and user feedback, translating consumer insights into customer-focused UI/UX improvements for all company's digital assets.

Customer Success Advisor (Contract) | Sisram Medical

2023

- Integrated and implemented scanning technology in new clinics, ensuring seamless operations.
- Provided input for software updates and user experience optimization.

Dentist | Maccabi-Dent Ltd. & Private Clinic

2022 - 2023 | Tel Aviv

- Focussed in providing comprehensive dental care for children.
- Developed and implemented child-friendly approaches for a positive experience.
- Conducted community oral health education programs to promote dental hygiene.
- Utilized advanced dental technology for pediatric examinations and treatments.

Content & Retention Manager | Exent Technologies

2015 - 2016 | Tel Aviv

- Increased users' average playtime by 35% through retention campaigns.
- Conducted testing and user segmentation to refine strategies.
- Maintained strong relationships with international partners for licensing agreements.

Content & Template QA Leader | Wix.com

2014 - 2015 | Tel Aviv

- Reviewed functional and design specifications for product quality.
- Initiated a new on-the-job training process, reducing training time by 20%.

ADDITIONAL EXPERIENCE

- **Digital Media Producer** | Hebrew University, Israel (2012–2014): Led digital initiatives, boosting channel traffic by 29%.

- **Unit Head** | Camp Young Judaea, Texas, USA (2009–2011): Managed a team of 13 counselors, supervised 55 campers, and revamped marketing collateral to increase funding resources.

- **Intelligence Researcher** | IDF Elite Technological Operations Unit, Israel (2005–2008): Analyzed intelligence and prepared strategic reports, recognized for exceptional analytical performance.

EDUCATION

Doctor of Medicine in Dentistry (D.M.D) | The Hebrew University

2016 - 2022 | Final paper: New-Media Usage in Dental Studies

Google UX Design Certificate | Coursera (2022)

Bachelor of Science Medicine (B.Med.Sc.) | The Hebrew University

2016 - 2019 | Final paper: Forensic Identification Using Microbiome

Bachelor of Business Administration, Communication & Media Studies | The Hebrew University

2011 - 2014 | Focused on VC and entrepreneurship.

TECHNICAL SKILLS

- **Design Tools:** Figma, Adobe XD, Webflow, Canva
- **Project Management Tools:** Monday, Notion, Jira
- **Productivity & Collaboration:** Slack, Google Workspace, Microsoft Office Suite
- **Coding & Technical Literacy:**
  - **Languages:** HTML, CSS (Basic), JavaScript (Basic), SQL (Basic)
  - **Concepts:** Strong technical comprehension of front-end development principles, web/app architecture, and code readability.
- **Data & AI Tools:**
  - **Data:** Excel (Advanced), PowerPoint, Google Analytics, PostHog
  - **AI:** Proficient in leveraging generative AI tools for prompt engineering, workflow automation, and content creation.

LANGUAGES

- English (Fluent)
- Hebrew (Native)

INTERESTS

- Running
- Travelling
- YouTube
- Baking